

## Thomas Rory Moran III

173 Golden Hills Avenue  
Canton, ID 00000

trmoran333@earthlink.com

Home: 333-555-0111  
Cell: 333-555-0112

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[Date, Inside address of ABC Foods, Inc.]

### Posted Position: Marketing Director

Dear [Name]:

As you know, achieving sales and marketing success in today's competitive marketplace requires a creative and strategic thinker who has the ability to establish profitable and lasting relationships, increase revenue growth, and maintain value-added service. My accomplishments in sales and marketing mirror these achievements and are measured by solid results. With over 20 years of consistent success in marketing, sales, and management, I have delivered on all bottom-line sales projections through precise strategic planning and comprehensive marketing services. I would greatly value the opportunity to sit down with you to detail and document these results.

Therefore, it is with pleasure and genuine enthusiasm that I offer my services for your posted position of Marketing Director with ABC Foods, Inc. Please note that my versatility includes excellent business-to-business marketing skills in addition to proven leadership in management and top-notch product presentation and communications skills. Currently employed as Business Development Manager with one of the country's largest sales and marketing firms in the grocery industry, I now seek a position within a company that is closer to my home and where I can continue to provide optimal performance in sales growth and market share.

Allow me to briefly call your attention to some of my accomplishments and qualifications:

- Hold financial supervision of \$5.8M in combined annual accrual
- Personally assimilated three new lines that substantially grew business volume
- Generating 9%+ sales volume, year-to-date, over last year's results
- Managed three major grocery lines with combined sales volume of \$68M
- Highly respected leader and seasoned manager with an MBA degree in Business Management
- Analytical, organized, and able to conceptualize to meet changing dynamics of the food industry

With the focus of seeking a position with long-term growth and advancement, I would welcome the opportunity to discuss with you how I could make similar valuable contributions to the success of ABC Foods and to further demonstrate my ability to deliver effective solutions. I will call next week about a good time to meet with you.

Thank you for considering my application.

Sincerely,

Thomas Rory Moran III

Enclosure